

## **IN THE CLAIMS:**

1. (Currently Amended): A method of presenting information via a digital device having presentation resources, comprising:

receiving information bids for the presentation resources of the digital device from at least one a plurality of product/service provider providers, the information identifying wherein each bid identifies a benefit, associated with a product/service of the at least one a given product/service provider, offered to a user of the digital device;

ranking the information bids based on the benefit offered to the user; and

presenting the information via apportioning the presentation resources of the digital device in accordance with the ranking of the information such that higher ranking information is presented more prominently than lower ranking information bids; and

presenting information for at least one of the plurality of product/service providers using the apportioned presentation resources.

2. (Currently Amended): The A method of claim 1 of presenting information via a digital device, further comprising:

transmitting a request for the information from the at least one product/service provider; and

filtering out unwanted information from product/service providers;

receiving the information from the at least one product/service provider, the information identifying a benefit, associated with a product/service of the at least one product/service provider, offered to a user of the digital device;

ranking the information based on the benefit offered to the user; and

presenting the information via the digital device in accordance with the ranking of the information such that higher ranking information is presented more prominently than lower ranking information.

3. (Original): The method of claim 2, wherein filtering out unwanted information from product/service providers includes determining if the information from the product/service providers meets criteria in a user profile.

4. (Original): The method of claim 2, wherein filtering out unwanted information from product/service providers includes receiving a user selection of unwanted product/service provider groups.

5. (Currently Amended): The method of claim 1, wherein ~~the information~~ each bid includes one or more of product/service identification information and an incentive to buyers of a product/service.

6. (Original): The method of claim 1, wherein the benefit to the user is at least one of a discount, a rebate, free shipping and handling, free accessories, proximity to the user, and time urgency.

7. (Currently Amended): The method of claim 1, wherein ~~the information~~ each bid includes one or more of a product/service code, a product/service cost ranking, an incentive type code, and a value for the incentive.

8. (Currently Amended): The method of claim 1, wherein ranking the ~~information~~ bids based on the benefit offered to the user includes ranking the ~~information~~ bids based on one or more rule sets.

9. (Currently Amended) The method of claim 1, wherein the digital device includes a display,

wherein the presentation resources include display space on the display, and  
wherein presenting the information via apportioning the presentation resources of  
the digital device in accordance with the ranking of the ~~information~~ bids includes  
allocating a portion of the display size space on the digital device in accordance with the  
ranking of the ~~information~~ bids.

10. (Currently Amended): The method of claim 1, wherein the presentation resources  
include presentation time and ~~wherein presenting the information via apportioning the~~  
presentation resources of the digital device in accordance with the ranking of the

information bids includes allocating presentation time on the digital device in accordance with the ranking of the information bids.

11. (Currently Amended): The method of claim 1, wherein the digital device includes a display,

wherein the presentation resources include display space on the display, and  
wherein presenting the information via apportioning the presentation resources of  
the digital device in accordance with the ranking of the information bids includes  
allocating a display position ~~on a~~ within the display of the digital device space in  
accordance with the ranking of the information bids.

12. (Original): The method of claim 2, wherein transmitting the request is performed in response to one of logging on to a network server, booting-up the digital device, receiving an input to a user prompt, and receiving an input from a sensor.

13. (Original): The method of claim 2, wherein transmitting the request is performed in response to an occurrence of an event as determined based on sensor input.

14. (Original): The method of claim 13, wherein the sensor input includes one or more of keyboard input, audio input, input representing a measured quantity of a container, and location awareness sensor input.

15. (Original): The method of claim 13, wherein the occurrence of an event is determined based on a comparison of the sensor input to one or more threshold limits.

16. (Currently Amended): A system for presenting information via a presentation device having presentation resources, comprising:

a network interface for receiving information bids for the presentation resources  
from ~~at least one~~ a plurality of product/service ~~provider providers~~, ~~the information~~  
~~identifying~~ wherein each bid identifies a benefit, associated with a product/service of the  
~~at least one~~ a given product/service provider, offered to a user;

an auction device that ranks the ~~information~~ bids based on the benefit offered to the user and apportions the presentation resources in accordance with the ranking of the bids; and

a ~~display presentation~~ device that presents the information ~~in accordance with the ranking of the information such that higher ranking information is presented more prominently than lower ranking information~~ for at least one of the plurality of product/service providers using the apportioned presentation resources.

17. (Currently Amended): The A system of claim 16 for presenting information, further comprising:

a transmitter for transmitting a request for the information from the at least one product/service provider; ~~and~~

a filter for filtering out unwanted information from product/service providers;

a network interface for receiving the information from the at least one product/service provider, the information identifying a benefit, associated with a product/service of the at least one product/service provider, offered to a user;

an auction device that ranks the information based on the benefit offered to the user; and

a display device that presents the information in accordance with the ranking of the information such that higher ranking information is presented more prominently than lower ranking information.

18. (Original): The system of claim 17, wherein the filter determines if the information from the product/service providers meets criteria in a user profile.

19. (Original): The system of claim 17, wherein the filter receiving a user selection of unwanted product/service provider groups.

20. (Currently Amended) The system of claim 16, wherein ~~the information~~ each bid includes one or more of product/service identification information and an incentive to buyers of a product/service.

21. (Original): The system of claim 16, wherein the benefit to the user is at least one of a discount, a rebate, free shipping and handling, free accessories, proximity to the user, and time urgency.

22. (Currently Amended): The system of claim 16, wherein ~~the information~~ each bid includes one or more of a product/service code, a product/service cost ranking, an incentive type code, and a value for the incentive.

23. (Currently Amended): The system of claim 16, wherein the auction device ranks the ~~information~~ bids based on one or more rule sets.

24. (Currently Amended): The system of claim 16, wherein the presentation device includes a display,

wherein the presentation resources include display space on the display, and  
wherein the auction device allocates a portion of the display size space in accordance with the ranking of the ~~information~~ bids.

25. (Currently Amended): The system of claim 16, wherein the presentation resources include presentation time and wherein the ~~display~~ auction device allocates presentation time in accordance with the ranking of the ~~information~~ bids.

26. (Currently Amended): The system of claim 16, wherein the presentation device includes a display,

wherein the presentation resources include display space on the display, and  
wherein the auction device allocates a display position within the display space in accordance with the ranking of the ~~information~~ bids.

27. (Original): The system of claim 17, wherein the transmitter transmits the request in response to one of logging on to a network server, booting-up the digital device, receiving an input to a user prompt, and receiving an input from a sensor.

28. (Original): The system of claim 17, wherein the transmitter transmits the request in response to an occurrence of an event as determined based on sensor input.

29. (Original): The system of claim 28, wherein the sensor input includes one or more of keyboard input, audio input, input representing a measured quantity of a container, and location awareness sensor input.

30. (Original): The system of claim 28, wherein the occurrence of an event is determined based on a comparison of the sensor input to one or more threshold limits.

31. (Currently Amended): The system of claim 16, wherein the auction device and the display presentation device are remotely located from one another.

32. (Currently Amended): A computer program product in a computer readable medium for presenting information via a digital device having presentation resources, comprising:

first instructions for receiving information bids for the presentation resources of the digital device from at least one a plurality of product/service provider providers, the information identifying wherein each bid identifies an benefit, associated with a product/service of the at least one a given product/service provider, offered to a user of the digital device;

second instructions for ranking the information bids based on the benefit offered to the user; and

third instructions for presenting the information via apportioning the presentation resources of the digital device in accordance with the ranking of the information such that higher ranking information is presented more prominently than lower ranking information bids; and

fourth instructions for presenting information for at least one of the plurality of product/service providers using the apportioned presentation resources.

33. (Original): ~~The~~ A computer program product ~~of claim 32~~ in a computer readable medium for presenting information via a digital device, further comprising:

~~fourth first~~ instructions for transmitting a request for the information from the at least one product/service provider; and

~~fifth second~~ instructions for filtering out unwanted information from product/service providers;

third instructions for receiving information from at least one product/service provider, the information identifying an benefit, associated with a product/service of the at least one product/service provider, offered to a user of the digital device;

fourth instructions for ranking the information based on the benefit offered to the user; and

fifth instructions for presenting the information via the digital device in accordance with the ranking of the information such that higher ranking information is presented more prominently than lower ranking information.

34. (Currently Amended): The computer program product of claim 32, wherein the second instructions for ranking the ~~information~~ bids based on the benefit offered to the user includes instructions for ranking the ~~information~~ bids based on one or more rule sets.

35. (Currently Amended): The computer program product of claim 32, wherein the digital device includes a display,

wherein the presentation resources include display space on the display, and  
wherein the third instructions for ~~presenting the information via~~ apportioning the presentation resources of the digital device in accordance with the ranking of the ~~information~~ bids includes instructions for allocating a portion of the display size space on the digital device in accordance with the ranking of the ~~information~~ bids.

36. (Currently Amended): The computer program product of claim 32, wherein the presentation resources include presentation time and wherein the third instructions for ~~presenting the information via~~ apportioning the presentation resources of the digital device in accordance with the ranking of the ~~information~~ bids includes instructions for allocating presentation time on the digital device in accordance with the ranking of the ~~information~~ bids.

37. (Currently Amended): The computer program product of claim 32, wherein the digital device includes a display,

wherein the presentation resources include display space on the display, and

wherein the third instructions for presenting the information via apportioning the presentation resources of the digital device in accordance with the ranking of the information bids includes instructions for allocating a display position on a within the display of the digital device space in accordance with the ranking of the information bids.

38. (Original): The computer program product of claim 33, wherein the fourth instructions for transmitting the request are executed in response to an occurrence of an event as determined based on sensor input.

39. (Original): The computer program product of claim 38, wherein the sensor input includes one or more of keyboard input, audio input, input representing a measured quantity of a container, and location awareness sensor input.

40. (Original): The computer program product of claim 38, wherein the occurrence of an event is determined based on a comparison of the sensor input to one or more threshold limits.

41. (New): The method of claim 1, wherein higher ranking bids are apportioned more presentation resources than lower ranking bids.

42. (New): The system of claim 16, wherein higher ranking bids are apportioned more presentation resources than lower ranking bids.

43. (New): The computer program product of claim 32, wherein higher ranking bids are apportioned more presentation resources than lower ranking bids.

44. (New): A method of presenting information via a digital device having presentation resources, comprising:

receiving information from at least one product/service provider, the information identifying a benefit, associated with a product/service of the at least one product/service provider, offered to a user of the digital device;

ranking the information based on the benefit offered to the user;

apportioning an amount of the presentation resources of the digital device in accordance with the ranking of the information such that higher ranking information is apportioned more presentation resources than lower ranking information; and

presenting the information for the at least one of the plurality of product/service providers using the apportioned presentation resources.

45. (New): The method of claim 44, wherein the presentation resources include at least one of display space, display duration, and audio duration.